



March 6, 2015

[Plan Participant Name]

[Address]

[City], [ST] [ZIP]

Important Notice Regarding A.C. Moore Arts & Crafts, Inc. 401(k) Plan

Dear [Plan Participant Name]:

Ascensus, the recordkeeper for A.C. Moore Arts & Crafts, Inc. 401(k), is writing to notify you that on February 9, 2015, Ascensus inadvertently sent a report containing your name, address, birth date, and social security number to another Ascensus client. Upon discovering this, Ascensus immediately informed the client that the client received confidential data in error. The client's plan administrator confirmed to Ascensus in writing that she deleted the report immediately upon identifying that it was not for participants in her plan, and that no other individuals at her company viewed or had access to the report.

Ascensus takes data security very seriously and we have a number of policies and procedures designed to protect your personal data. In light of this occurrence, we are evaluating additional steps that we can take to ensure that this does not happen again.

Although we do not believe that your data is at risk to identity theft, as a proactive measure we are offering a complimentary 12-month identity protection package through TrustedID. TrustedID's comprehensive and proactive identity protection services include the following.

- Free credit reports from all three major credit bureaus
- Fraud flags with each credit bureau to ensure no new accounts are opened in your name without your permission
- End user access to identity theft restoration specialists, who will help through all aspects of correcting damage done by new cases of identity theft
- \$1,000,000 warranty protection

We encourage you to take a few minutes to take advantage of this offer. To enroll in the free identity protection service, go to www.trustedid.com/benefits. Please refer to the following promotional code when enrolling: [REDACTED]

In general, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other account statements and monitoring your free credit report.

In light of the protection that will be provided by TrustedID and the confirmation that the data was destroyed almost immediately after receipt, we feel confident that you will not be adversely affected because of this error. Nevertheless, we apologize for this error and any inconvenience it has caused you.

If you have any questions, you can contact our Participant Service Team at 1-888-800-5359.

Sincerely,

A handwritten signature in black ink that reads "Bob Zieser". The signature is written in a cursive, flowing style.

Bob Zieser,
Vice President, Client Service

Plan Number: 200914